

Town of



AMHERST

Massachusetts

TOWN HALL  
4 BOLTWOOD AVENUE  
AMHERST, MA 01002

OFFICE OF THE TOWN MANAGER  
Phone (413) 259-3002  
Fax (413) 259-2405  
townmanager@amherstma.gov

**SELECT BOARD MEETING**

**April 6, 2009**

**New Business**

To: Stephanie O'Keeffe, Chair, Amherst Select Board  
Members of the Amherst Select Board

From: Laurence Shaffer, Town Manager

Date: April 6, 2009

Re: National Child Abuse Prevention Month – Flag Raising – April 24, 2009

National Child Abuse Prevention Month is scheduled to begin on April 24, 2009. In recognition of the importance of preventing violence to children, Laura Reichsman, Executive Director of Family Outreach of Amherst, John Robertson, Men's Resource Center and, Renee Moss, Program Director of Big Brothers/Big Sisters will present to the Select Board the wish to showcase the importance of avoiding violence in the lives of children. In order to bring awareness to this serious matter, Family Outreach of Amherst, Men's Resource Center and Big Brothers/Big Sisters would like to raise a special flag on the Town Common's United Nations flagpole on April 24, 2009. The flag will remain on the pole until April 30, 2009.

Consequently, I would recommend the Select Board adopt the following motion:

**VOTED unanimously, OR \_\_\_\_ O'Keeffe, \_\_\_\_ Brewer, \_\_\_\_ Hayden, \_\_\_\_ Stein, \_\_\_\_ Weiss to authorize the flying of the Children's Memorial Flag on the United Nations flagpole beginning April 24, 2009 at 12:00 p.m. until April 30, 2009.**



Town of



AMHERST

Massachusetts

TOWN HALL  
4 BOLTWOOD AVENUE  
AMHERST, MA 01002

SELECT BOARD  
Phone (413) 259-3001  
FAX (413) 259-2405  
Email: [selectboard@amherstma.gov](mailto:selectboard@amherstma.gov)

March 20, 2009

Laura Reichsman, Director  
Family Outreach of Amherst  
150 Fearing Street, Room 3  
Amherst, MA 01002

Dear Ms. Reichsman:

Thank for your letter of March 12, 2009. Note that the Town of Amherst will be delighted to participate in the National Child Abuse Prevention Month with a flag raising scheduled for 12:00 p.m. on April 24, 2009 in the Town Commons. We should meet with the Superintendent of Public Works, Guilford Mooring, to determine which flagpole will be utilized and what other steps are needed to insure that your ceremony is conducted professionally. I will also notify the Select Board as to the event.

In preparation for our meeting with Guilford Mooring I would be very interested in knowing how many people are expected to attend, what your needs will be as far as equipment, and whether any other accommodations are needed in order to successfully complete this event.

I look forward to talking to you soon.

Sincerely,

Laurence Shaffer  
Town Manager

cc: Guilford Mooring, Superintendent, Department Public Works





## Family Outreach of Amherst

150 Fearing Street, Room 3

Amherst, MA 01002

413/549-5548; Email: familyoutreach@chd.org

### Advisory Board

Susan Bain Bellak, Chair  
Laurie Hanley, Vice Chair

Connie Gillen

Janet Gorth

Jennifer Johnsrud

Jeanne Juster

Nora Maroulis

Betsy McInnis

Deb Napier

Louise Reilly

Jenny Reynolds

Christopher Small

Lydia Vernon-Jones

Laura Wear

Reed Wulsin

Laurence Shaffer  
Amherst Town Manager  
4 Boltwood Walk  
Amherst, Ma

RECEIVED MAR 16 2009

March 12, 2009

### Staff

Laura Sandier Reichsman

Francine Rodrigueuz

Elaine Arsenault

Melissa Barillaro

Charlotte Vieira

Dear Larry

As you may remember, I spoke with you a few months ago about the Town of Amherst participating in honoring National Child Abuse Prevention month with a flag raising in downtown Amherst. In 1998, the Child Welfare League of America, CWLA, launched a public awareness campaign to direct attention to the tragedy of violent child deaths as part of a national initiative to reduce child mortality. The centerpiece is simple—a red flag depicting blue, paper-doll-like figures of children holding hands. In the center, the white chalk outline of a missing child symbolizes the thousands of children lost to violence. Created by a 16-year-old student in Alameda County, California, and flown on the fourth Friday in April, the Children's Memorial Flag honors each lost child and raises public awareness about the continuing problem of violence against children.

The Center For Human Development, CHD, the parent agency of Family Outreach of Amherst, Big Brothers Big Sisters, Not Bread Alone, and Jessie's House, as well as many other programs throughout the Pioneer Valley, has been dedicated to the prevention of child abuse for more than thirty-seven years. CHD has been partnering with the Town of Amherst for over twenty years on numerous projects and the flag raising ceremony would be an appropriate continuation of that partnership.

I would like to propose April 24<sup>th</sup> at noon for the ceremony. Local organizations serving children would be invited to participate as well as our local legislators. I will contact you at the end of next week to confirm the date and time so I can begin inviting collaborators to the event. I look forward to working with you on this partnership.

Sincerely,

Laura Reichsman, Director